

To: 2210 - Atlanta ROU, 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU,
 1110 - Boston ROU (PROVENL), 1810 - Cincinnati ROU (WEBSTES),
 6610 - Denver ROU, 6210 - Chicago ROU, 6710 - Detroit ROU,
 5110 - N. California ROU (MORRISL), 6910 - St. Louis ROU (JOHNSOK4),
 1210 - New York ROU (ALVICH), 5810 - Houston ROU (HOWARDC),
 6310 - Minneapolis ROU (EUBANKS), 5610 - Seattle ROU (SCOTTS),
 5410 - S. California ROU (PECKHAK), 1310 - Philadelphia ROU (METZG),
 2310 - S. Florida ROU (FINKLEP), 1610 - Buffalo ROU (BRZEZIE),
 2910 - Richmond ROU (YOUNGP)

From: 2610 - Dallas ROU

Posted: 3/10/98 12:06

Opened: 3/11/98 8:35

Subject: SOUTHLAND/7-ELEVEN VAP PROCEDURES

PLEASE DISTRIBUTE THE ATTACHED.

CC: 2200 - Atlanta Region, 1100 - Boston Region (KERSHON), 2100 - Winston-Salem Region,
 1700 - Pittsburgh Region, 2600 - Dallas Region, 6600 - Denver Region,
 6200 - Chicago Region, 1800 - Cincinnati Region (SCHLENM), 6700 - Detroit Region,
 6900 - St. Louis Region (VOREMBL), 1200 - New York Region (SCULLYA),
 5800 - Houston Region (MYERSL), 5600 - Seattle Region (UNDERDK),
 5400 - S. California Region, 1300 - Philadelphia Region (HAYESJ4),
 2300 - S. Florida Region (SMITHJ5), 1600 - Buffalo Region (BURRELL),
 2900 - Richmond (RHYNEJ), 6300 - Minneapolis Region, (REAUMER),
 5100 - N. California Region, (FLOTTMD)

Sales		Retail	
1221	1, 2, 3	1222	20, 21, 24, 25, 26
1222	1, 3, 4, 6, 8	1223	21, 24
1223	5	1224	21, 22, 23, 24, 25, 28
1224		1225	22, 23, 24, 26, 27, 29
1225	2, 3, 6, 7	1226	26
1226	1, 2, 3, 4, 5	1227	
1227	1, 2, 4, 5, 6, 9	1228	
1240		1229	
1244		1230	

PC MC PA RSM RBM

51853 5350

DISTRIBUTION FOR
SOUTHLAND/7-ELEVEN - C.I.D. 0001-XX-XX

RE: VAP ORDERING PROCEDURES

DISTRIBUTION:

ROU'S 1110, 1210, 1310, 1610, 1710, 1810, 2110, 2210, 2310,
2910, 5110, 5410, 5610, 5810, 6210, 6310, 6610, 6710, 6910

ROU'S TO DISTRIBUTE TO ALL RETAIL/SALES REPS.
WITH 7-ELEVEN RESPONSIBILITY

PLEASE ALSO COPY THE AFFECTED
RM'S, DM'S

51853 5351



10 March, 1998

J. S. (Jeff) RUMBERGER
Key Account Manager

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Suite 115
Richardson, TX 75081
Phone : 972 / 644-2289
Fax : 972 / 234-8699

TO : ALL ROU'S FOR IMMEDIATE DISTRIBUTION TO ALL
RETAIL / SALES REPS. WITH 7-ELEVEN
RESPONSIBILITY

SUBJECT: SOUTHLAND/7-ELEVEN - C.I.D. 0001-XX-XX
VAP ORDERING PROCEDURES

Ladies and Gentlemen,

In recent months, we have worked through many issues, both on the retail and wholesale side, to enable RJR to implement our Value Added program in 7-Eleven.

It is important that you understand how the ordering process works at store level in order to :

- ① Maximize 7-Eleven store participation
- ② Maximize multiple orders of displays
- ③ Obtain VAP display placements and visibility

Each 7-Eleven Corporate and Franchise location will continue to be surveyed for VAP participation on a monthly basis. Currently, stores have a 2-3 week ordering window in which they must place their orders.

Upon receipt from 7-Eleven Corporate, I will be communicating the available order dates to you so that during normal coverage you can review the VAP promotion with the Store Owner/Manager. In doing so, we expect store participation rates to increase.

d:JSR310

51853 5352

The following top-lines ordering procedures for VAP in 7-Eleven.

- Each week, all stores receive a MIP (Merchandise Information Packet) from Corporate. This packet contains many assorted product surveys/items.

Note : Our concern is that many stores may not read through the entire packet or may miss the RJR VAP Survey Sheet.

- Stores enter orders through McLane. Each VAP survey sheet has a UPC Bar Code and item number - stores order the VAP promotion using this code. I have attached the *June Doral B2G1F/B1G1F* survey sheets for your review. The survey sheets also contain promotion specifics (description, size, UPC #'s, order dates, delivery dates, etc.)

Promotion	Store Order Dates	McLane UIN #	Survey Item #
Doral B2G1F	3/16 - 3/27	846816	465
Doral B1G1F	3/16 - 3/27	846774	464

- Upon ordering the promotion, the store can expect delivery through McLane as noted on the survey sheet.

Important !!! A 7-Eleven store does not have to order through McLane in order to participate in our VAP program. Stores purchasing cigarettes through other suppliers can also receive their VAP promotions through that same supplier. All Corporate and Franchise stores will receive a VAP Survey Form in their MIP Packets. Keep in mind that if a store orders VAP from the survey sheet, the display will come from a McLane distribution point.

In summary, when making normal coverage of your 7-Eleven stores, you should :

- ① Communicate VAP ordering dates (windows) with Store Managers - stores may only order (1) SKU per promotion.
- ② Remind them that RJR VAP promotions assist the store in building and maintaining store customer traffic, provides value to their adult cigarette consumers, and keeps them competitive with other c-stores in their market.
- ③ Discuss display placement upon receipt from supplier - highly visible location on backbar or front counter if not legislated NSS.

Your assistance in maximizing RJR VAP awareness/participation in your 7-Eleven stores is greatly appreciated.

Should you have any questions relative to the above, please advise.

Sincerely,

Jeff

Jeff S. Rumberger

/cn

cc: Monee Anaya, Dennis Bellinger, Denny Bomgardner, Jim Bryant, Marianne Conroy, Chris Huff,
Jeanne Swisher, Linda Zelles, RSM's, AVP's

dJSR310

51853 5354

NEW PRODUCT INFORMATION

First Order Date: 16-Mar-98 Page: 004 Ref: R167

LOCAL MARKET INFO			Shipping Unit:		DSPLY/20 deals		Deal	
Supplier: McLane			**Estimated Cost					
Suggested Order Qty: 1 (DSPLY/20 deals)			Suggested Retail					
Last Order Date: 03/27/98			GP\$ / GP%					
Seasonal/In & Out: PreBook			*Cost may vary due to different freight brackets.					
UPC	SLIN	McL UIN	DESCRIPTION & SIZE			Core	X	Optional
0 12300 41865	121237.2	846774	DORAL Buy 1 Pack Get 1 Pack Free Display					
Other Pack Size Available:			20 presleeved deals in display pack					
			(Greater Midwest-Michigan ONLY, Chesapeake-Washington Metro & Maryland ONLY, Northeast, Northwest, Southwest-California and Nevada Only)					
PRODUCT INFORMATION			MARKETING SUPPORT					
Mfg: RJ Reynolds			* 20 presleeved deals of 1 full revenue pack and 1 free pack					
Category: Black & White/Private			* Scannable (Sleeve) UPC - 0 12300 23797					
Sub Category: Regular Full Flavor			* Orderable (Display) UPC - 0 12300 41865					
PSA: 120101 PMA: 60			* MUST BE AN RJ REYNOLDS "PARTNER" TO ORDER					

DORAL BUY1GET1 FREE DSPLY
ORDER 1 = DSPLY/20 deals



Pre-Book

PREBOOK

SURVEY ITEM : #464
Order From : 03/16/98
Order To: With your
regular order
on or before:
03/27/98
Ship Week Of : 06/15/98



121237

121237

CONSUMER INFORMATION					OTHER COMMENTS:				
All Stores X	Asian	X	Gender: Both	Age Group: 21+	* MUST BE AN RJ REYNOLDS PARTNER TO ORDER				
	Black	X	\$40K +	Hi					
	Hispanic	X	Income \$25-\$40K	Kids Med					
	White	X	To \$25K	Low					
Purchase Behavior: X Planned X Impulse			Customer Usage: X Immediate X Take-Home						
ORDER AND DISPLAY									
Estimated Allowances: (Shown Off-Invoice)									
					From:	To:			
					From:	To:			
Bill-Back: (Shown on Merchandise Report after rebate received from vendor)									
					From:	To:			
					From:	To:			
Product Dimensions: W 6.5" L 11" H 12"					Code Life: 12 months	Open	X	Closed	
Recommended Location: Back bar/counter/clerk serve area where restricted									
Special Handling (Frozen, Dry, Refrigerated): Dry									

Why you should carry this product:

- * Value added to customer at no added cost to the store
- * Promotions experience rapid sell through
- * Generates multi-pack purchases
- * This is a seasonal/in-out item. It may be kept in stock through 03/27/98

Franchisees, as independent contractors, are not required to purchase this product,
to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing.

Revised 11/20/96

PRE-BOOK / PROMOTIONAL


51853 5355

NEW PRODUCT INFORMATION

First Order Date: 16-Mar-98 Page: 006 Ref: R169


LOCAL MARKET INFO				Shipping Unit:		DSPLY/21 deals		Deal	
Supplier: McLane				**Estimated Cost					
Suggested Order Qty: 1 (DSPLY/21 deals)				Suggested Retail					
Last Order Date: 03/27/98				GP\$ / GP%					
Seasonal/In & Out: PreBook				*Cost may vary due to different freight brackets.					
UPC		SLIN	McL UIN	DESCRIPTION & SIZE		Core		X	Optional
0 12300 41874		121236-4		DORAL Buy 2 Get 1 Free, Display					
Other Pack Size Available:				21 presleeved deals in display pack AND 7 open stock revenue packs					
				(Central except Utah & Kansas City)					
PRODUCT INFORMATION				MARKETING SUPPORT					
Mfg: RJ Reynolds				* Display kit will contain 21 presleeved deals of 2 revenue packs and 1 free pack plus 7 regular open stock packs					
Category: Black & White/Private				* Scannable (Sleeve) UPC - 0 12300 23851					
Sub Category: Regular Full Flavor				* Orderable (Display) UPC - 0 12300 41874					
PSA: 120101 PMA: 60									

DORAL BUY2GET1 FREE DSPLY
ORDER 1 = DSPLY/21 deals



1212364

Pre-Book



121236

PREBOOK											
SURVEY ITEM : #465											
Order From : 03/16/98											
Order To: With your regular order on or before: 03/27/98											
Ship Week Of : 06/15/98											

CONSUMER INFORMATION								OTHER COMMENTS:							
All Stores	Asian	X	Gender: Both	Age Group: 21+		* MUST BE AN RJ REYNOLDS "PARTNER" TO ORDER									
	Black	X	\$40K +	X	Hi										
	Hispanic	X	Income \$25-\$40K	X	Kids Med										
	White	X	To \$25K	X	Low										
Purchase Behavior:		X	Planned	X	Impulse	Customer Usage:		X	Immediate	X	Take-Home				

ORDER AND DISPLAY											
Estimated Allowances: (Shown Off-Invoice)											
						From:		To:			
						From:		To:			
Bill-Back: (Shown on Merchandise Report after rebate received from vendor)											
						From:		To:			
						From:		To:			
Product Dimensions: W 8.5" L 11" H 12"				Code Life: 12 months		Open		X	Closed		
Recommended Location: Back bar/counter/clerk serve area where restricted											
Special Handling (Frozen, Dry, Refrigerated): Dry											
Why you should carry this product:											
<ul style="list-style-type: none"> Value added to customer at no added cost to the store Promotions experience rapid sell through Generates multi-pack purchases This is a seasonal/in-out item. It may be kept in stock through 03/27/98 											

PRE-BOOK / PROMOTIONAL

51853 5356

Franchisees, as independent contractors, are not required to purchase this product, to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing

Revised 11/20/96